

**Information technology in a global society**  
**Higher level**  
**Paper 3**

Wednesday 18 November 2015 (morning)

Candidate session number

1 hour 15 minutes

--	--	--	--	--	--	--	--	--	--

**Instructions to candidates**

- Write your session number in the boxes above.
- Do not open this examination paper until instructed to do so.
- Read the case study carefully.
- Answer all questions in the boxes provided.
- The maximum mark for this examination paper is **[30 marks]**.



Answer **all** the questions in the boxes provided.

Refer to the *Asociación de Supermercados Independientes*: An investigation into Big Data case study **and** to your own related research in responding to the following questions.

1. (a) Define “data mining”. [2]

.....

.....

.....

.....

- (b) Identify **two** ways customer details on a database can be made anonymous. [2]

.....

.....

.....

.....



- 
- This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

- [illegible]



- This additional data is not on the receipt and customers will not know it is being collected. Discuss whether this is acceptable.





4. The ASI is concerned that the benefits to customers of being involved in the loyalty card scheme may be outweighed by their desire for privacy and anonymity.

[12]

[illegible]



